

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Greenglade Goat Milk Specialties

Nebraska Manufacturing Extension Partnership

Greenglade Goat Milk Specialties, LLC Opens New Facility

Client Profile:

Greenglade Goat Milk Specialties, LLC, markets a line of premium, artisanal goat cheeses produced with milk from the owners' herd of Saanen goats. The family-owned business is located in Martell, Nebraska and employs 2 people.

Situation:

Greenglade Goat Milk Specialties' owners Diana and Corky McCown had rented processing space at the University of Nebraska-Lincoln dairy pilot plant since the company was formed in 1992. Milk was transported to the dairy pilot plant on a weekly basis and then processed when scheduling permitted. As the business grew, the McCowns began exploring the idea of building a licensed, on-farm processing facility and retail storefront. Due to their long-standing relationship with the University of Nebraska, the McCowns turned to the Nebraska Manufacturing Extension Partnership's (Nebraska MEP), a NIST MEP network affiliate, Food Processing Center for assistance in making their on-farm cheese processing facility a reality.

Solution:

Nebraska MEP worked with the McCowns to evaluate the feasibility of the proposed venture, develop planning documents, and identify potential source funding for the project. The feasibility study evaluated the business' plans for milk procurement, equipment acquisition and processing, target markets and promotional activities, pricing, and business operations. Based on the recommendations and conclusions set forth in the feasibility study, a business plan and marketing/sales plan were subsequently developed to guide the owners as they started the business. In addition, technical staff assisted with the identification of processing equipment, laboratory testing equipment, and equipment purveyors. Lastly, staff assisted the McCowns in identifying potential funding sources and applying for funding. As a result of Nebraska MEP's assistance, Greenglade Goat Milk Specialties built and equipped an on-farm, cheese processing facility as well as a retail store, providing local dairy producers with an affordable avenue for development and processing of value-added dairy products.

Results:

- * Realized \$42,000 in cost savings.
- * Invested \$52,000 in renovations and processing equipment.
- * Anticipate creation of 2 new jobs.
- * Achieved a more competitive and profitable position.

Testimonial:

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

"Many years ago I attended one of the first Entrepreneurs' workshops offered by the UNL Food Processing Center. From that time, the Center has assisted and encouraged me in my cheese-making business. I am sure that my on-farm cheese facility and my success in marketing would never have happened if not for those wonderful and helpful people, who led me through two grant applications and many years of building my business."

Diana McCown, Owner